



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/24 thru 04/30.

(prices in dollars per carton)

Fri. Apr 24, 2015

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
Feature Rate		25.2% of 29,100 stores				44.0% of 29,100 stores				10.6% of 22,900 stores					
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE			
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA														
	White 12 pack	20	1.88	236	1.76			739	1.29			50	2.99	190	2.35
	White 18 pack			776	2.82			382	2.42						
	Brown 12 pack														
	USDA GRADE A														
	White 12 pack	37	1.67	350	1.58	3	4.97	3,324	1.20			90	1.78		
White 18 pack	42	2.99	356	2.48	37	1.66	1,502	2.83			260	1.99			
	Brown 12 pack			18	1.99										
SPECIALTY	USDA ORGANIC														
	White 12 pack	222	3.95	13	3.99					40	3.99				
	Brown 12 pack			542	3.74			275	3.99	180	5.07				
	OMEGA-3														
	White 12 pack	325	2.69	2,520	2.44	370	2.35	4,092	2.47	760	2.73	490	2.51		
	Brown 12 pack	61	2.29	22	2.49			213	3.76	20	2.50				
	CAGE-FREE														
	White 12 pack	557	2.99	473	3.13			522	2.90	50	2.99	150	3.99		
Brown 12 pack	986			3.09	62	3.00	2,882	3.15	220	3.82					
VEGETARIAN FED															
White 12 pack	11	2.62	169	2.41					10	2.49					
Brown 12 pack			286	2.94	41	2.99	122	2.99	40	3.00					

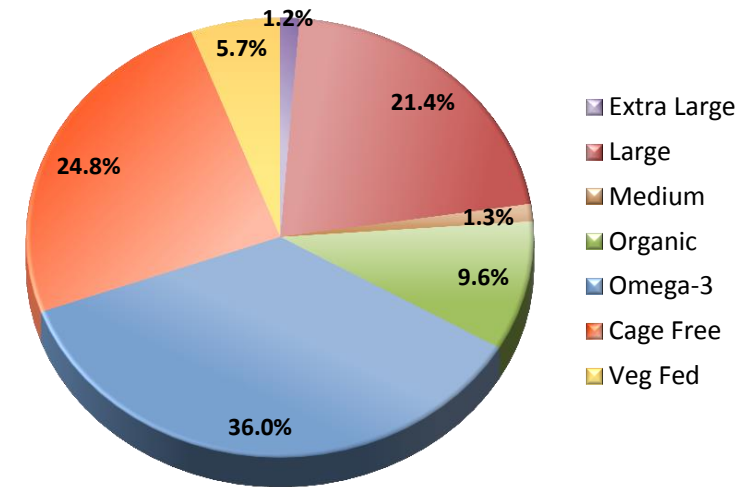
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,835	5,987	590	Large Eggs on
Specialty	6,187	8,579	1,960	Apr-20-2015
Total (includes MD)	8,126	14,710	2,630	559.6
Special Rate 4/:	0.6%	0.0%	0.7%	up 10.5%

5/ 1,000's of 30-doz cases

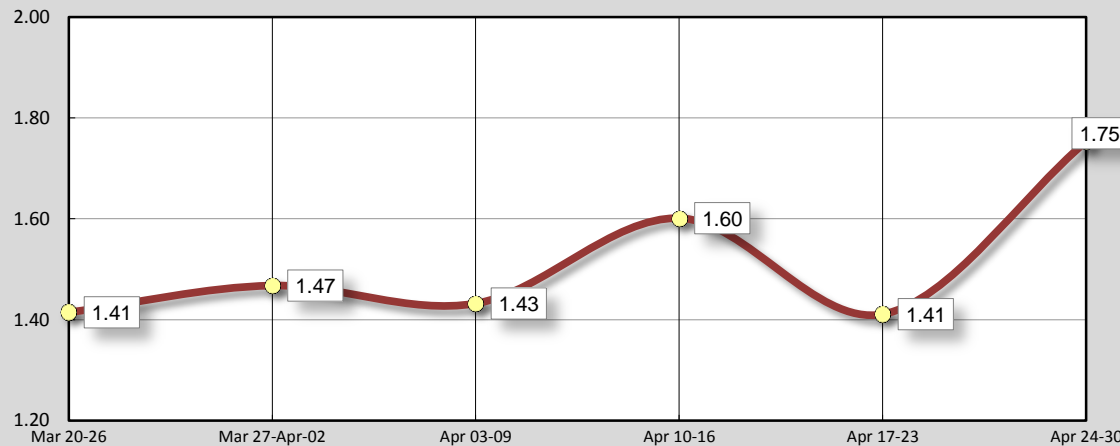
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity of regular shell eggs drops back to lower levels seen prior to last week's big push. The average price of Grade A, or better, Large white eggs to consumers rises sharply higher with retailers offering only a slight increase in the percentage of 'no price' incentives. Extra Large eggs are more visible in ad space this week but offerings for both Medium and Extra Large remain limited. Specialty shell egg featuring dips lower with both omega-3 and cage free types moving out of the spotlight. However, USDA Organic and vegetarian fed enjoy an increase in ad space. Promotional activity for liquid shell egg products is less active than a week ago but maintains a steady presence, particularly in the Northeast region.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
Feature Rate ^{1/} Activity Index ^{2/}		46.7% of 5,500 sampled outlets Activity Index = 2,836 (includes Medium)						28.6% of 7,400 sampled outlets Activity Index = 2,114 (includes Medium)						8.8% of 6,100 sampled outlets Activity Index = 603 (includes Medium)							
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE				
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/		
USDA GRADE AA	White 12 pack	1.88	20	1.88													2.50 8 2.50				
	White 18 pack																				
	Brown 12 pack																				
MEDIUM		White 12 pack						White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	1.67	37	1.67	1.25 - 1.88	132	1.38				1.15 - 1.25	23	1.24				0.99 - 1.99	178	1.81		
	White 18 pack				2.29 - 2.49	320	2.49				2.49	2	2.49				2.49	1	2.49		
	Brown 12 pack				1.99	18	1.99														
MEDIUM		White 12 pack						White 12 pack			0.99 - 1.25	44	1.08	White 12 pack			0.89 - 0.98	14	0.92		
		White 30 pack						White 30 pack						White 30 pack							
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack																	3.99	13	3.99	
	Brown 12 pack		3.99	11	3.99	3.49 - 3.99	189	3.56				3.49 - 3.99	35	3.96	3.49	18	3.49	3.00 - 3.99	197	3.91	
	OMEGA-3																				
	White 12 pack		2.66 - 2.99	188	2.92	1.92 - 2.99	994	2.58	2.49	44	2.49	2.33 - 2.99	1,433	2.35				2.50 - 2.69	48	2.57	
	Brown 12 pack		2.29	4	2.29	2.49	22	2.49							2.29	57	2.29				
	CAGE-FREE																				
	White 12 pack																	2.50 - 3.99	24	3.31	
	Brown 12 pack					2.99 - 3.99	470	3.08	2.99	502	2.99							2.50 - 3.79	44	3.18	
	VEGETARIAN FED																				
	White 12 pack					2.49	140	2.49				2.00	25	2.00				2.00	1	2.00	
	Brown 12 pack		2.50 - 2.99	11	2.62	2.50 - 2.99	280	2.95				2.29	6	2.29							
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)							
Feature Rate ^{1/} Activity Index ^{2/}		10.4% of 4,900 sampled outlets Activity Index = 648 (includes Medium)						33.8% of 3,800 sampled outlets Activity Index = 1,657 (includes Medium)						27.1% of 1,300 sampled outlets Activity Index = 257 (includes Medium)							
USDA GRADE AA	White 12 pack				1.99	37	1.99				1.61 - 1.99	85	1.96				1.50 - 1.88	114	1.53		
	White 18 pack				2.50	121	2.50				2.19 - 2.99	614	2.91				2.19 - 2.50	33	2.28		
	Brown 12 pack																				
MEDIUM		White 12 pack						White 12 pack			0.99	9	0.99	White 12 pack			0.99	4	0.99		
USDA GRADE A	White 12 pack				1.15	17	1.15														
	White 18 pack				2.50	28	2.50	2.99	42	2.99							2.19	5	2.19		
	Brown 12 pack																				
MEDIUM		White 12 pack						White 12 pack			1.00 - 2.00	11	1.55	White 12 pack							
		White 30 pack			3.49			8	3.49	White 30 pack			3.49	14	3.49	White 30 pack					
S P E C I A L T Y	USDA ORGANIC																				
	White 12 pack																				
	Brown 12 pack		3.99	76	3.99	3.49	37	3.49	3.99	117	3.99	3.49 - 5.99	84	3.76							
	OMEGA-3																				
	White 12 pack		2.33	22	2.33	1.99 - 2.19	33	2.13				2.00	12	2.00	2.33	71	2.33				
	Brown 12 pack																				
	CAGE-FREE																				
	White 12 pack					2.50 - 2.79	103	2.57				2.79 - 3.49	331	3.30				2.79	15	2.79	
	Brown 12 pack		2.99	55	2.99	2.49 - 2.79	108	2.57				2.79 - 3.49	338	3.29				2.79	15	2.79	
	VEGETARIAN FED																				
	White 12 pack					2.00	3	2.00													
	Brown 12 pack																				

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 11 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack Brown 12 pack												
	OMEGA-3												
	White 12 pack Brown 12 pack												
	CAGE-FREE												
	White 12 pack Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack Brown 12 pack												



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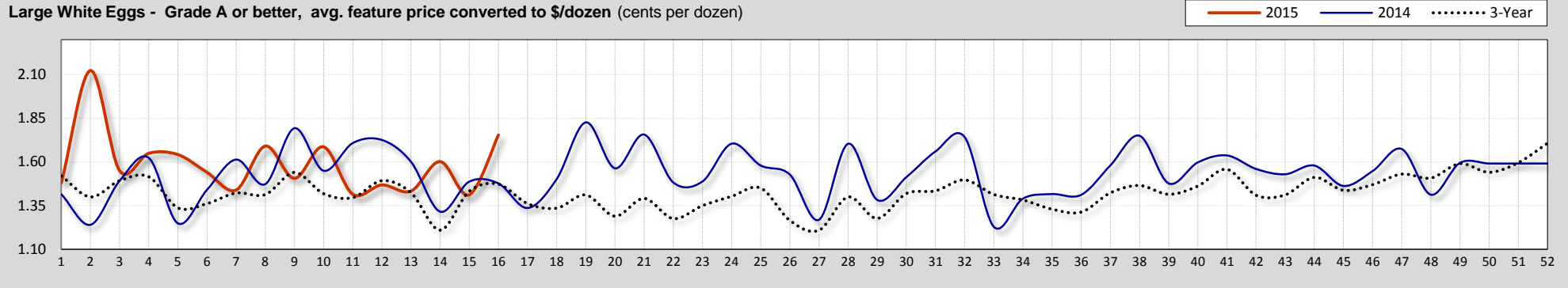
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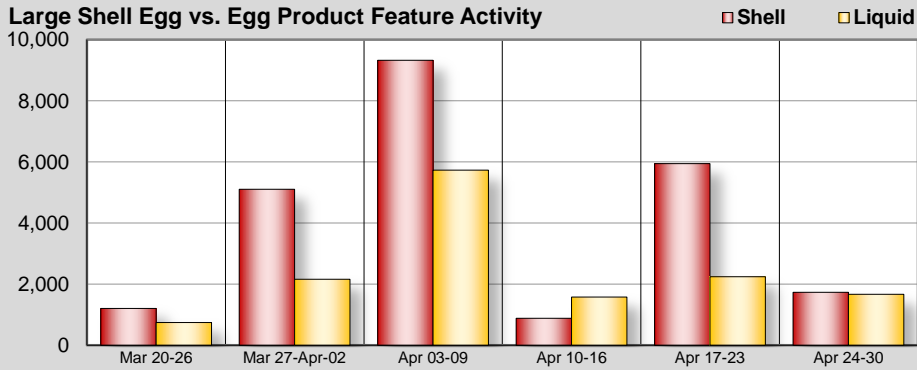
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.9%	6.8%	4.8%	18.4% of 5,500 sampled	0.2% of 7,400 sampled	1.3% of 6,100 sampled	0.7% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	1,671	2,246	1,130	Activity Index = 1,485	Activity Index = 73	Activity Index = 78	Activity Index = 35	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	1,355 2.79	1,653 2.69	950 2.38	2.50 - 2.99 1,224 2.80	2.50 - 2.99 63 2.97	1.99 - 2.89 42 2.35	2.66 26 2.66		
32 oz. crtn	316 4.82	593 3.79	140 4.33	3.99 - 4.99 261 4.97	3.41 10 3.41	3.99 - 4.44 36 4.38	3.99 9 3.99		
3 - 4 oz. cup			40 2.30						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				11.8% of 100 sampled	0.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

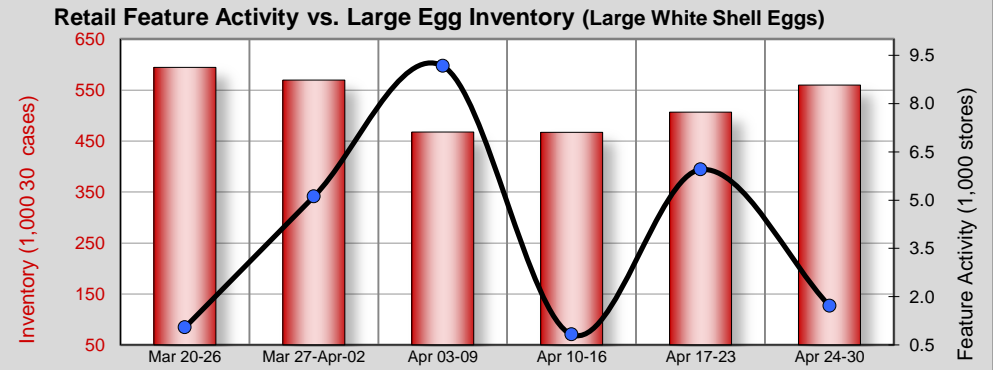
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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